



# Transfer Guide 3+1

## Muskegon Community College

### Bachelor of Business Administration - Marketing

This Transfer Guide is designed to provide a seamless transition between an **Associate in Applied Science** degree at Muskegon Community College and the **Bachelor of Business Administration** degree at Baker College.

For additional information about Baker College's transfer process and available scholarships, please visit our Transfer Students page at [baker.edu/transfer](http://baker.edu/transfer).

#### PROGRAM REQUIREMENTS

##### TRANSFER CREDITS FROM MUSKEGON COMMUNITY COLLEGE

Degree Program	Credit Hours
Associate in Applied Science - Marketing	60

##### ADDITIONAL COURSES THAT MAY BE COMPLETED WITH MUSKEGON COMMUNITY COLLEGE

Course	Number	Course Title	Credit Hours
ACC	202*	Principles of Accounting II	04
BUS	122*	Principles of Management	03
BUS	124*	Business Law II	03
BUS	222*	Fundamentals of Org Behavior	03
BUS	290CI*	Cooperative Internship Program	03
CIS	120A*	Intro to Computer Info Systems	03
MATH	115A*	Probability and Statistics	04

\*Students should choose to complete as many above courses as possible to fulfill the Associate in Applied Science - Marketing program requirements. Students may take any above courses that are not completed within the Associate program in the 3rd year at Muskegon Community College.

BUS	273A	Human Resource Management	03
ECON	101A	Principles of Macroeconomics	04
ECON	102A	Principles of Microeconomics	04
General Education		to fulfill MTA 30 credits Gen Ed Education requirements	as needed

\*\*Students may take up to 24 credits from the above list in addition to the Associate in Applied Science - Marketing degree requirements at Muskegon Community College.

**TOTAL CREDITS TRANSFERRED FROM MUSKEGON COMMUNITY COLLEGE** **84**

##### COURSES TO BE COMPLETED WITH BAKER COLLEGE - BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

Course	Number	Course Title	Credit Hours
BUS	3050	Business Analytics	03
BUS	4050	Advanced Business Analytics	03
FIN	3010	Principles of Finance	03
MGT	4220	Operations Management	03
MKT	3010	Introduction to Marketing Media Tools and Design	03
MKT	3050	Contemporary Trends in Social Media Marketing	03
MKT	3110	Consumer Behavior	03
MKT	3420	Digital Marketing II	03
MKT	4010	Marketing Research	03
MKT	4110	International Marketing	03
MKT	4310	Marketing Strategy & Design	03
WRKBS	4010	Work Experience	03

**TOTAL CREDIT HOURS REMAINING AT BAKER COLLEGE** **36**

**PROGRAM TOTAL** **120**

#### ARTICULATION AGREEMENT

This transfer guide is part of a formal articulation agreement between Baker College and Muskegon Community College. The complete, signed document is kept on file at both Muskegon Community College and Baker College.

**Effective Date:** February 1, 2021—March 31, 2024

**Academic Catalog:** Muskegon Community College (2020-2021) and Baker College (2020-2021)